

# Gardener

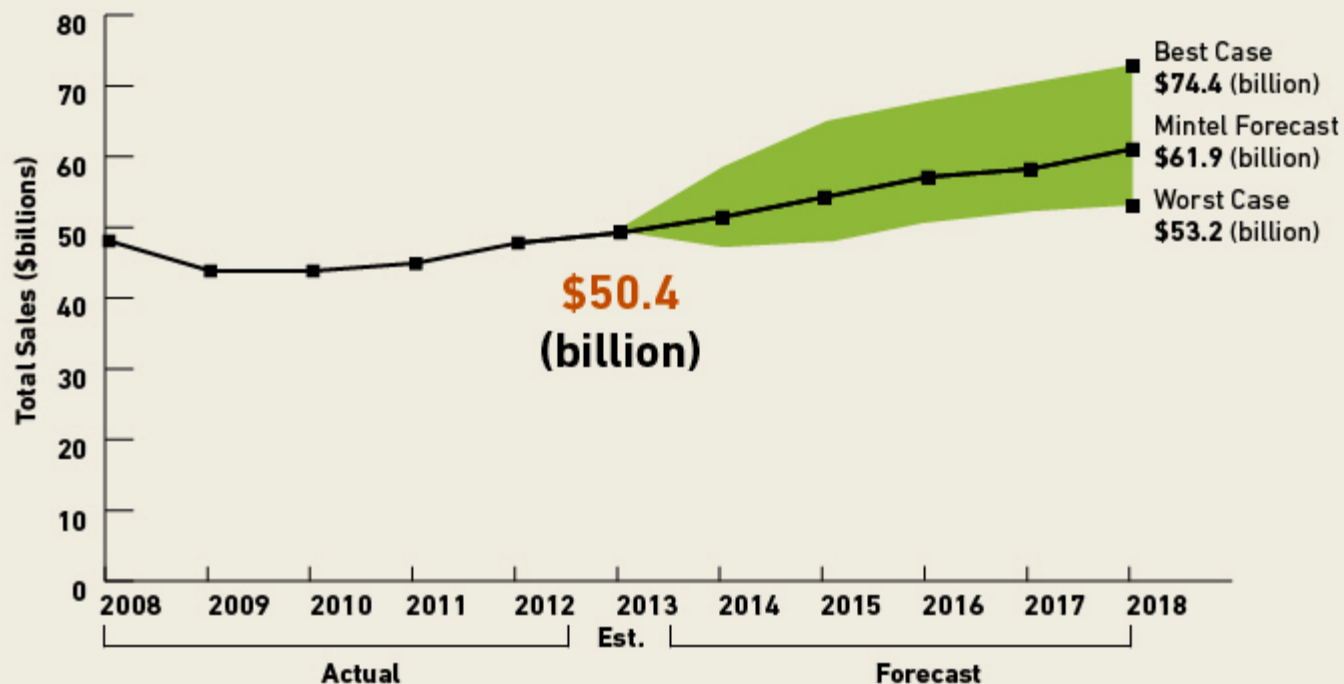
Introduction to my thesis project

# My Experience

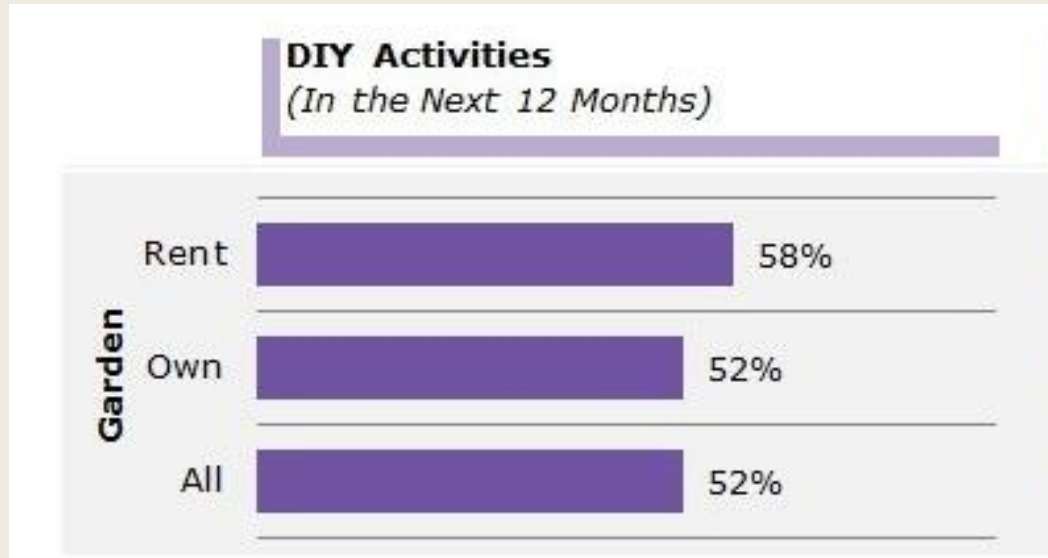


# Market Research

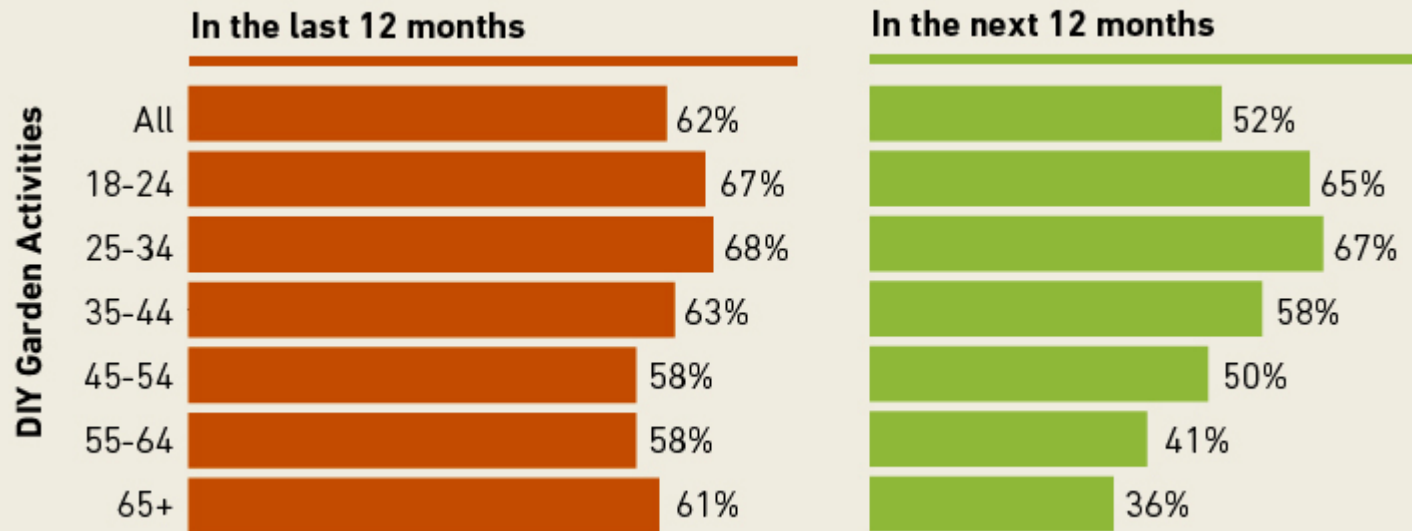
## Upward growth in the lawn and garden market



# People who do gardening



# Age Range

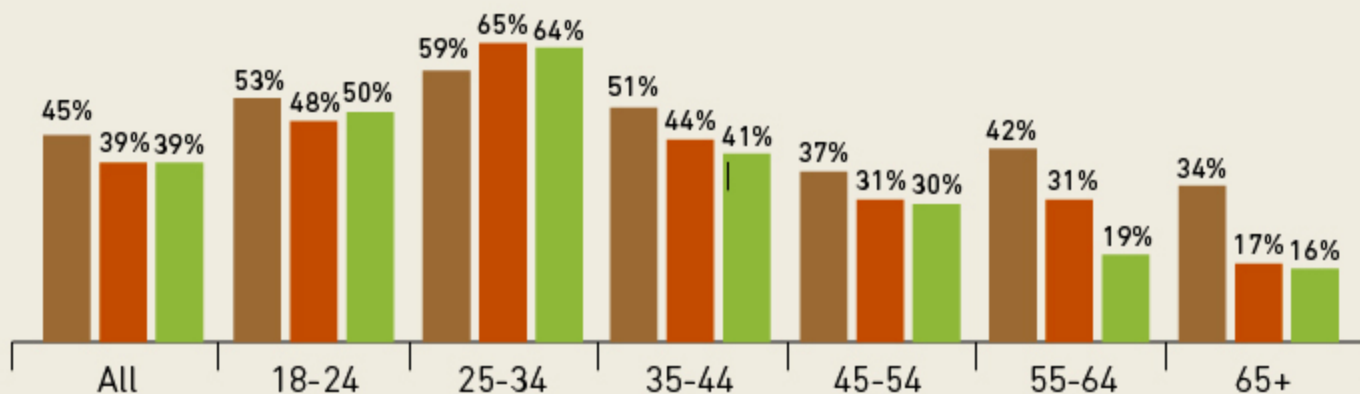


# Problems

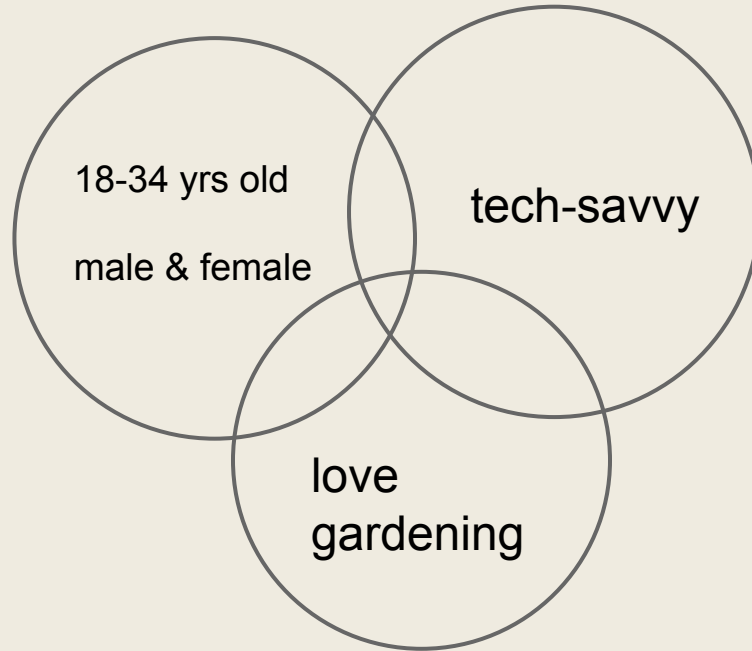
- "I do not find gardening to be enjoyable"* **17%**
- "I cannot afford to spend money on maintaining/improving my garden"* **16%**
- "I do not have time to care for my garden"* **15%**
- "I do not find gardening to be relaxing"* **15%**
- "I am not interested in investing money in my garden"* **11%**
- "I do not have the right tools/equipment for gardening projects"* **10%**
- "I do not own the home/residence in which I live so I am limited in what I can change"* **10%**

***“How much do you agree or disagree with the following statements regarding lawn and garden?”***

- A gardening club is a good place to share ideas and inspirations.
- I would be interested in attending a workshop at a retailer.
- Social media is a good way to educate myself on gardening.



# Target Audience



- Poor skill
- Lack of time, money, and space constraints
- willing to choose healthy life and purchase organic food



# Competitive Analysis



## Koubachi

Koubachi is a Wi-Fi connected environmental monitor for indoor plants. It takes all of the heavy lifting out of caring for houseplants. The unit measures light, soil humidity, and soil temperature, and upload the data to the Koubachi web platform. By specifying which species of plant the unit is observing, the Koubachi site will send you specifically-tailored watering, feeding, and general care instructions by email or SMS.

### PROS

You will be able to monitor your plant wherever you can get an internet connection.

One sensor works among multiple plants

### CONS

Built-in database of plants is very limited

The initial plant pairing requires a full week in order to conclusively measure the plant's conditions.



## Parrot Flower Power

It performs many of the same functions as the [Competitive Analysis\\_yu.jpg](#) dedicated iOS app rather than a web platform. Simply stick it next to a potted plant, choose the correct plant from a database of more than 6,000 species, and wait to be told when to water. The system automatically monitors sunlight, soil moisture, fertilizer, and air temperature levels to keep its charges healthy and happy.

### PROS

Real time monitoring. When you are near your Flower Power, you can use Live mode to check the light intensity, ambient temperature and soil humidity.

Database of more than 6000 plants

### CONS

No WiFi to push info through to the cloud, bluetooth range was limited.

Phone must be in range



## Plant Life

Plant Life's intelligent reminders will learn your watering habits, and along with its already extensive data, provide you with reminders that mean something to you. If you choose to enable the share your plants feature in the app settings, Plant Life will use data from all users with the same plant to provide even more accurate reminders.

### PROS

You can share your experience with others. Once you have added a plant to your library, Plant Life will show you who has the oldest plant, how many people own the same plant, as well as many other great features.

### CONS

There are a few plants in the database.

The app is slow and crashes a lot.

# Competitive Matrix

	Gardener	Kuobachi	Parrot	Plant Life
Plant Sensor	●	●	●	
Water Control	●	●	●	●
Temperature Monitor	●	●	●	
Light Advice	●	Competitive Matrix_yu.jpg	●	
Real-time Graphic	●		●	
Plant Library	●		●	●
Health Clinic	●			●
Social Fun	●			●

# Persona 1

*"I want to raise some flowers in my apartment's balcony."*

**Sean**

**31 years old**

**Freelancer Photographer**

**BFA in Photography**

**San Francisco, CA**

## Background:

Sean is a full-time freelancer photographer lives in a small apartment in San francisco. His working focus on news documentary photos, so he spent half of his time walking around the city. He has a small sunny balcony in his apartment, where he enjoys reading and organizing his photos. Sean wants to beautify his balcony by raising some easy-caring flowers, but he has less experience and knowledge on it.

persona1\_yu.jpg

## Needs:

A user-friendly web-application that teaches him how to raise his flowers

A reminder that notices him time to water, fertilize, and temperature control

## Goals:

To raise his flower in a right way

To manage his plants efficiently and on time

## Task Flow:

Search Plant Library

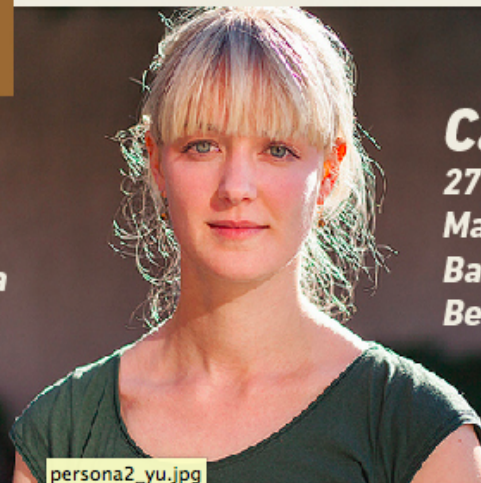
Record Plant

Plant Growth Info

Alert Care Reminder

## Persona 2

*"I'd like to have a self-plant mint tea in the afternnon."*



**Cathrin**  
27 years old  
Marketing Assistant  
Bachelor Degree  
Berkeley, CA

### **Background:**

Cathrin works as a marketing assistant in a small company. Her work is quite easy, and her colleagues are easy to work along. There is a trend to grow edible garden products such as strawberries, blueberries or peppermint among her colleagues. Cathrin grows mint on her desk. She and her colleagues want to have a tool to share their planting progress through social network.

### **Needs:**

A user-friendly web-application that records the growth of the palnt  
A tool that can update the plant progress in social network and interact with friends

### **Goals:**

To record her mint's growth progress  
To interact with friends

### **Task Flow:**

Record Plant

Share to Social Network

Follow Friends

Launch a Competition



## Persona 3

*"I want to trade  
my tomatoes for  
some fresh pears."*

**Laurel**  
32 years old  
Housewife  
& Part-time Piano Teacher

persona3\_yu.jpg  
San Jose, CA

### **Background:**

Laurel is a housewife lives in San Jose. She is also a piano teacher in part-time. She and her husband have a house with a small backyard. They have two children and a dog. Laurel takes care of her family and she plants a small vegetable and fruit garden in her backyard. Recently, she has a harvest of her tomatoes. because it's too much for her family to eat, she wants to trade her tomatoes with others.

### **Needs:**

A platform that people can trade their garden products

### **Goals:**

To trade the tomatoes for pears  
To make more friends

### **Task Flow:**

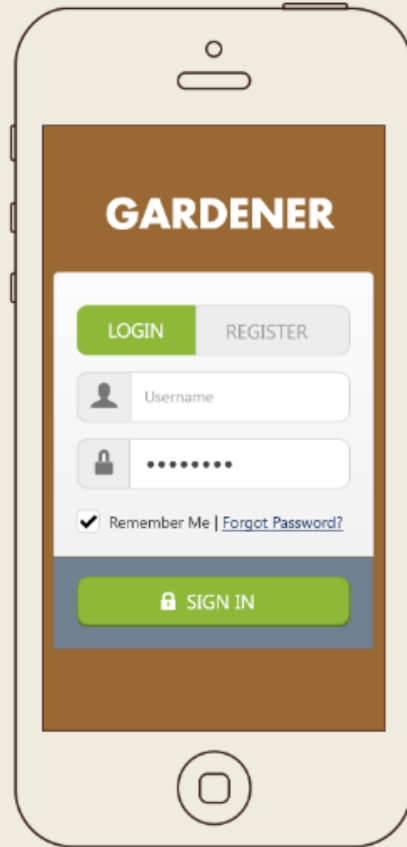
Post tomatoes

Choose Pear to Trade

Contact Owner

Make the Deal

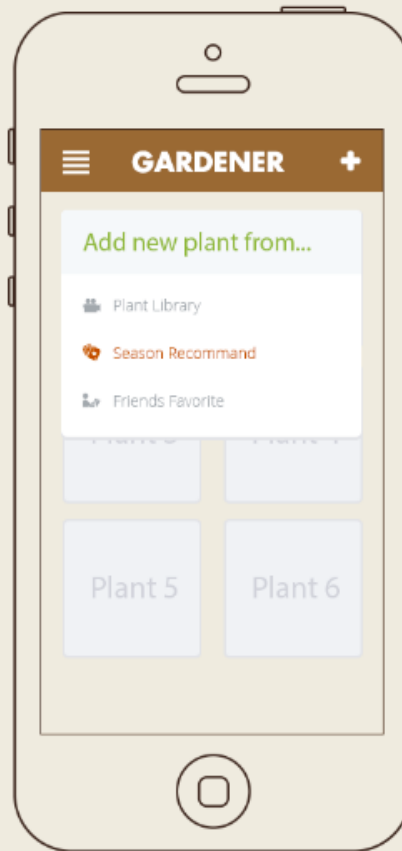
# Wireframes



01. Log in



02. Plant list



03. Add new plant

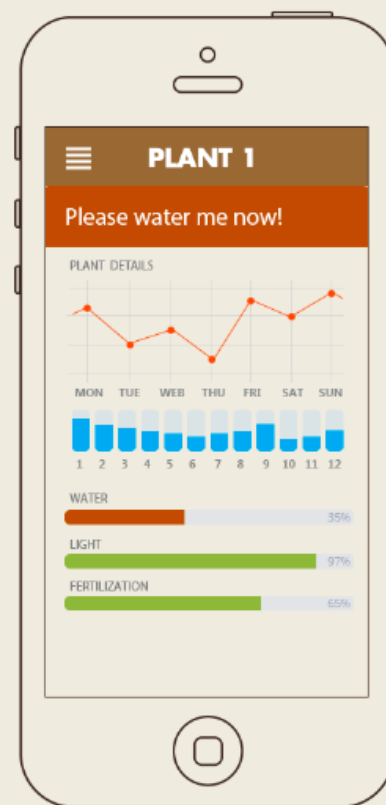




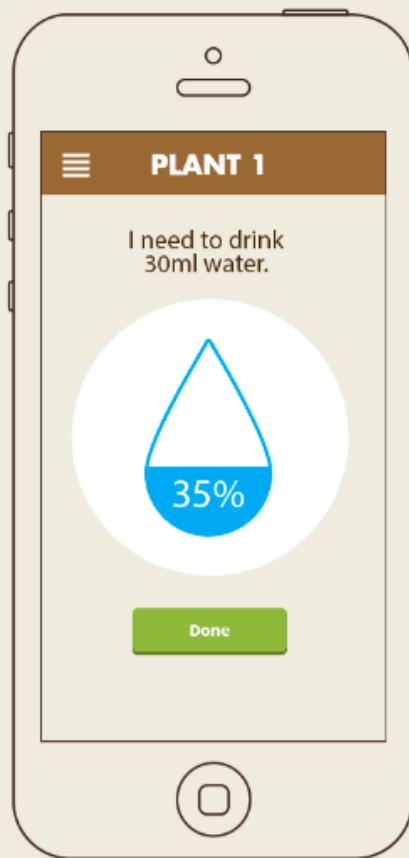
**04. Add new plant from season recommand**



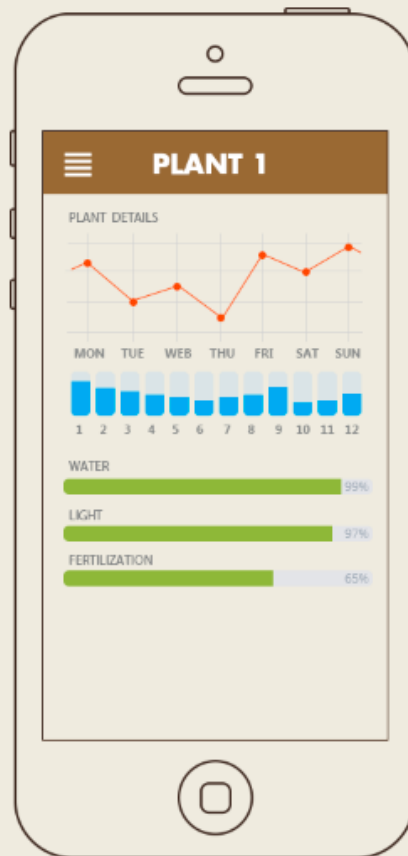
**05. New plant description**



**06. Water reminder alert**



**07. Water amount**



**08. Plant details**

# Moodboard 1



yu\_moodboard1.jpg



GARDENER



**Thank you.**